



ROLE OF DIGITAL MARKETING IN MODERN MARKETING MIX STRATEGIES: A CONCEPTUAL ANALYSIS

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ABSTRACT

The study explores the evolving role of digital marketing within the traditional marketing mix framework. As technological advancements and changing consumer behaviors redefine marketing landscapes, digital channels have become integral to product promotion, distribution, pricing strategies, and even product development. This conceptual analysis aims to integrate digital marketing into the classic 4Ps (Product, Price, Place, Promotion) model, offering a contemporary perspective on explaining the relevance of digital tools and strategies to reshape the marketing mix. The study concludes with implications for marketers and recommendations for future research.

KEYWORDS: Marketing Mix, Digital Marketing, Digital Tools

INTRODUCTION

The traditionally marketing mix is defined by the 4Ps—Product, Price, Place, and Promotion—which long served as a foundational model for strategic marketing planning. However, the digital revolution has introduced new dimensions to each of these components, making the classic model increasingly inadequate without digital integration. As businesses have shifted from offline to online platforms it gradually took the role of digital marketing which is essential in reaching, engaging, and retaining the customers. The study conceptualizes how digital marketing transforms the traditional marketing mix, emphasizing the strategic integration of digital tools and platforms into modern marketing efforts.

Using internet resources and platforms to advertise goods and services is known as digital marketing. The following are some of the crucial digital marketing tactics that support company expansion:

- **Face book Promotion:** Businesses can use Facebook Ads to target particular audiences according to their geography, interests, age, and behaviour. It's a successful strategy for reaching prospective clients with captivating images, videos, and sponsored content.
- **Google My Business (GMB):** GMB makes local companies show up in Google Maps and Search results. Businesses may improve their visibility and draw in local clients by filling out their GMB profiles with accurate information, images, and reviews.
- **Email Marketing:** Email marketing is the practice of providing a list of subscribers' customised communications and exclusive deals. It is an economical approach to lead nurturing, product announcements, and customer

relationship building.

- **Google Ads:** When people search for pertinent terms, Google Ads enables companies to provide sponsored search results. This pay-per-click (PPC) strategy increases brand awareness and helps websites receive instant traffic.
- **Content Writing:** For audiences to be engaged and search engine optimization (SEO) to improve, high-quality content—such as blog posts, articles, and online copy—is essential. Users are informed, educated, and persuaded by quality content, which contributes to the development of brand authority and trust.



(Source: <https://www.collidu.com/presentation-digital-marketing-strategy>)
Digital Marketing Strategy

Conceptual Framework: Digital Marketing within the 4Ps

1. Product

Digital marketing enables enhanced customization and rapid feedback, allowing brands to adapt and co-create products with consumers. Tools such as AI-driven analytics, digital prototyping, and online reviews inform product development and refinement.

2. Price

Online platforms increase price transparency and competition. Digital marketing tools such as dynamic pricing algorithms and real-time customer behavior tracking allow for personalized pricing strategies and flash sales targeted to specific segments.

3. Place

E-commerce, mobile apps, and omni-channel strategies redefine "place" in marketing. Digital marketing ensures product availability across various touch points, from social media shops to third-party marketplaces like Amazon and Flipkart.

4. Promotion

This is where digital marketing exerts the most influence. Social media marketing, influencer collaborations, content marketing, email campaigns, search engine marketing (SEM), and programmatic advertising all serve to promote brands in real time, with measurable ROI and greater personalization.

LITERATURE REVIEW

Digital marketing refers to the use of digital channels, platforms, and technologies to promote products and services, engage consumers, and facilitate transactions (Chaffey & Ellis-Chadwick, 2019). It encompasses various activities such as social media marketing, search engine optimization (SEO), content marketing, email marketing, and online advertising. The rise of the internet, mobile devices, and social media platforms has expanded the reach and capabilities of marketers, enabling more targeted and personalized communication (Ryan, 2016).

Scholars emphasize that digital marketing offers advantages such as real-time interaction, data-driven decision making, and improved customer engagement (Kannan & Li, 2017). However, it also presents challenges related to rapidly changing technology, privacy concerns, and the need for new metrics to measure effectiveness (Lamberton & Stephen, 2016).

The traditional marketing mix, introduced by McCarthy (1960), comprises four elements: Product, Price, Place, and Promotion. However, with the advent of digital marketing, scholars have suggested modifications and extensions to better capture the complexities of digital environments.

- **Product:** Digital marketing enables the customization and personalization of products (Lemon & Verhoef, 2016). The concept of "digital products" or services, such as downloadable content or online subscriptions, has gained prominence.

- **Price:** Dynamic pricing models, enabled by digital data analytics, allow firms to adjust prices in real-time based on demand, competition, and customer behavior (Chen, et. al., 2015).
- **Place:** The distribution channel has shifted from physical locations to online platforms, emphasizing e-commerce, mobile apps, and omni-channel strategies (Verhoef, et. al., 2017).
- **Promotion:** Digital channels have revolutionized promotional activities through social media, influencer marketing, content marketing, and targeted advertising (Tiago & Veríssimo, 2014).

Recognizing the unique features of digital marketing, researchers have proposed additional Ps such as People, Process, and Physical Evidence to form a "7Ps" framework, especially relevant for service marketing (Boone & Kurtz, 2012; Vargo & Lusch, 2004). In digital contexts, these elements emphasize customer engagement, seamless online processes, and digital trust signals.

Recent studies highlight the importance of integrating digital marketing strategies within the traditional marketing mix to improve competitiveness. For example, Ryan (2016) advocates for a customer-centric approach that leverages digital tools to tailor each element of the mix to consumer preferences. Similarly, Kotler, et. al. (2017) emphasized that digital marketing allows for more flexible and responsive marketing mix adjustments.

While digital marketing offers numerous opportunities, challenges such as data privacy, consumer scepticism, and technological complexity remain (Lamberton & Stephen, 2016). Future research suggests focusing on developing comprehensive models that integrate emerging digital trends like artificial intelligence, big data analytics, and Omni channel strategies into the marketing mix framework (Verhoef, et. al., 2017).

Advantages of Integrating Digital Marketing

- **Data-Driven Decision Making:** Marketers gain access to consumer insights, enabling real-time adjustments to campaigns.
- **Cost Efficiency:** Digital campaigns often yield higher ROI compared to traditional methods.
- **Greater Reach and Engagement:** Through SEO, PPC, and social media, brands can reach global audiences at a fraction of the cost.
- **Interactivity:** Tools such as polls, quizzes, and live videos enhance customer engagement.

Challenges and Limitations

- **High Competition:** The online market is extremely competitive, particularly for well-known keywords and categories. It could be difficult for small enterprises to compete with larger firms that have higher finances.
- **Required Technical Skills:** Some people may not find it easy to learn how to use SEO, analytics, automation tools, and ad platforms in order to run successful digital campaigns.
- **Privacy and Security Concerns:** Privacy concerns may arise from the gathering and use of consumer data. To prevent legal issues, strict regulations (such as GDPR) must be adhered to.
- **Dependence on Internet and Technology:** Electronic gadgets and internet connectivity are essential for digital marketing. Campaigns may be disrupted by any technical issues, bad connectivity, or platform downtime.
- **Ad Fatigue:** Consumers are inundated with digital advertisements, which eventually lose their impact as users begin to block or ignore them.
- **Low Trust in Online Ads:** Due to frauds, phoney reviews, or inaccurate information, many people have misgivings about internet advertisements, which can lower conversion rates.
- **Difficult to Measure ROI Accurately:** Even though there are a lot of tools available, it can be difficult to track the actual return on investment, particularly when using various channels.

Implications for Marketing Strategy

- Traditional and digital marketing should not be seen as mutually exclusive but complementary.
- Marketers must adopt an integrated marketing communication (IMC) approach.
- Investment in digital skills and tools is crucial for maintaining competitive advantage.

CONCLUSION

Though digital marketing has some disadvantages, such as intense competition, a high reliance on technology, time consumption, and the potential for ad blockers to restrict the reach of digital campaigns, it has progressed from a supplementary strategy to a key element of the marketing mix. Businesses need to re-imagine the 4Ps with digital integration at their core as customer behaviors and technology capabilities continue to change. This paper's conceptual findings inspire both scholarly investigation and the real-world reworking of marketing tactics in the digital era.

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